

"ROME" . . .

Wasn't built in a day," nor was a great and successful business ever built up in a like period. It takes TIME, MONEY and BRAINS to put a big Mercantile enterprise like "THE BELL" on a paying basis.

The immense success which is crowning our efforts is proof positive that TIME has done its work, and that the people have learned that a dollar will buy more genuine satisfaction at our Emporium than anywhere else in the West.

SATURDAY WILL BE A REAL RED LETTER DAY.

A day to make us talked about---a day to be remembered, and the stranger who happens to wander our way will have cause to shake hands with himself for all futurity.

Men's Furnishing Goods.
Two cases Men's Neckties in four-hands and tecks, all silk and latest styles, sold everywhere at 50c, all next week we will sell them at **19c**.
Twenty-five dozen Men's Heavy Natural Wool Undershirts and Drawers, large sizes only, sold usually at \$1.25. We will close this lot at **49c**.
Don't miss our **29c** Flannel Shirt. It is sold everywhere for 50c. Goods just as advertised.

Great Pants Sale.
While we're not in the clothing business, we've just closed out a manufacturer's entire line of Pants at about one-quarter of their value, and are going to run them out Saturday evening at a price that will make us talked about. The line includes Pants which were made to sell at \$3, \$3.50 and \$4, and would be good value at these figures. They come in all colors and in all patterns---in Checks, Stripes, Mixtures and Solids---in fact you can find any kind of a Pant you want in this lot. They're all good, solid, heavy goods, and what do you think we're going to sell them at? **Saturday Evening, \$1.29.**

Hosiery and Underwear.
Ladies' All Wool Hose, Merino heels and toes, 5c quality; 3 pairs 50c.
Ladies' Double Fleece, regular

Mail Orders Promptly Filled.

made cotton Hose, stainless black, a 35c hose for 25c.
Children's Ribbed Wool Hose, sizes 6 to 8; at 13c a pair, worth 20c.
Boys' Extra Heavy Bicycle wool Hose, black or Oxford grey, large sizes; all at 25c.
Ladies' Jersey-Ribbed Vests and Pants, extra heavy, fleeced Egyptian cotton, at 50c.
Ladies' Natural grey Vests, 50c goods for 37c.
Ladies' Natural grey Combination Suits, worth \$1.75, at \$1.25.
Boys' Camels Hair Underwear, (vests only), worth 50c, go at 35c.

Glove Department.
Ladies' Biarritz Kid Gloves, in browns and slates, all sizes, with patent wrist clasp. Regular \$1.00 goods, at 75c.

Shoe Department.
We will sell the following goods next week at prices that can't be beat:
20c Child's Rubbers, 9c.
25c Misses' Rubbers, 11c.
30c Misses' Fleece Lined Rubbers, 21c.
\$1 Ladies' Over Gaiters, 65c.
25c Haven Gloss Shoe Polish, 12c.
25c Boston Blacking, 20c.
75c Men's Rubbers, 50c.
45c Ladies' Rubbers, 45c.
The best goods in the market.
One pair of Dr. Wingrue's Electric Insoles given free with every pair of \$2.50 Shoes, or over.

Notion Department.
Special sale of Yarns all next week at a discount from regular prices of about 25 per cent.
Fascinators in endless variety at all prices.
Big line of artistic dress trimmings at all prices from 5 cents up.

Cloak Department.
Everything new! Styles the latest! Prices the lowest!
Specials:
Ladies' Reefer Suits, consisting of Reefer, Jacket and Skirt, all wool, sold at \$13.50 and \$15, only \$9.98 to close the stock; only a few left.
Ladies' Reefer Jackets, in 3 shades of tan, velvet collar, checked wool lining, 34 inches long, worth \$12.50, Sale price only \$8.75.
Ladies' Black Astrachan Trimmed Cloaks, \$9.50, \$10.50, \$13.50; guaranteed best values in the city.
Full lines of Misses' and Children's garments.

Millinery Department.
Have you ever visited our Millinery department? If not we'd like to have you take the elevator to 2nd floor. We want to surprise you. We can assure you, we have one of the largest, best selected and most artistic and attractive displays of Millinery of every kind, ever gathered in one establishment in the entire west. Everything is new and of the very latest style, and at the

prices we shall offer to-morrow and next week, everyone can afford a new fall hat.

Dress Goods.
The best selected and most attractive line of Dress Goods of every description to be found in Omaha or the west. Come in and feast your eyes on some of the new things Saturday or next week. Pick out a Dress Pattern during this Sale. It won't take much money to buy it.

Drug Department.
This department is now in charge of Mr. Frank E. Green, well-known to Omaha people as a thoroughly experienced and competent pharmacist. Everything sold in the department is standard, and prices on prescription, as well as everything else, are guaranteed lower than any one.

Wyeth's Beef Iron and Wine, 60 cts.
Syrup of Figs, small, 33 cts.
Kennedy's Medical Discovery, \$1.00.
Socodent, 50 cts.
Hind's Honey and Almond Cream 34c.
Lanes Family Medicine, 17 cts.
Velvet Skin Powder, 15 cts.
Pears' Unscented Soap, 10 cts.
These prices are for Saturday only, but equal bargains are to be had in the department all the time.

House Furnishings.
Sugar Buckets, small, 33 cts.
Sugar Buckets, medium, 44 cts.
We Fill Mail Orders Satisfactorily.

Sugar Buckets, large, 59 cts.
Clothes Bars, 40 cts.
Ironing Boards, 69 cts.
Brass Bird Cages, \$1.25, \$1.50, \$1.75.
Lunch Baskets, 25c, 30c, 35c.
Doll Carriages, 35c, 65c, \$1.00, \$1.50.
Lace Wash Boards, 10c.
We have these goods in stock; "We are not just out of them."

Comforts and Blankets.
Comforts at 25c worth 40c.
Comforts at 50c worth 75c.
Comforts at 75c worth \$1.00.
Blankets at 75c worth \$1.00.
Blankets at \$1.00 worth \$1.35.
Blankets at \$1.35 worth \$2.50.
And on up to the very highest quality made.

Harness Department.
Our winter stock of Horse Clothing is now full and complete, and we are making prices on all kinds of Robes and Blankets which have never been equaled in this part of the country before. Blankets from \$1 to \$4.50. Fur Robes from \$3.25 to \$25. Fine line of Plush and Wool Robes at all prices. Saddles from \$1.75 up, and Harness in endless variety and at every price. Special prices on winter goods for Saturday.

Grocery Department.
"The Grocery Department of the Bell Department Store is Teeming With Bargains."---Patrons.
Send for Samples.

1 gallon "Old Jug Maple" and 1 Stillman Buckwheat, \$1.38.
4 gallon keg "Golden Amber Syrup" goes at \$1.45.
Our \$1 Moyune Gun Powder goes at 75 cts.
Our 75c Moyune Gun Powder goes at 45 cts.
Our 75c May crop Japan goes at 35c.
Choice grown Java goes at 30c.
Breakfast Combination Java goes at 27 cts.
"The Staff of Life," St. Joseph Flour, goes, if you get here while the car lasts, at \$1 and \$1.17; worth \$1.25 and \$1.35.
Country Butter and Eggs at July prices.
12 bars "Home Soap," your quarter takes it.
White Twins, Union and Des Moines Domestic go.
All Canned Goods (standards) go at 10c per can up.

Musical Department.
If you are casting about for a Piano you certainly should see the Wegman. It cannot be beaten for tone, touch and durability, and the satisfaction of dealing with men who represent things as they are. This department is managed by competent salesmen, who have a reputation for honesty, and if sales are an index of their business, you can rest assured of being treated fairly and squarely. Give them a call. Take elevator to Piano Room.
Prompt Attention to Mail Orders.

Our four immense floors are crowded with all kinds of trustworthy Merchandise, and all next week our establishment will exhibit a veritable carnival of Brilliant, Bristling, Scintillating Bargains. Hot Coffee and Lunch, free for the Ladies, Saturday. Elegant music in the evening.

THE BELL DEPARTMENT STORE CO.,

Dodge and Fifteenth Sts., OMAHA.

WHITNEY MORTGAGE SALE OF SHOES.
103 South 15th Street.
Good school shoes were never sold so cheap as they are now selling at the mortgage sale, 103 south 15th street.
Child's Calf Foxed shoes, 75c, former price \$2.
Misses' Solid shoes, \$1, former price \$2.00.
Misses' Cloth Top Shoes, \$1.50, former price \$2.00.
MEN'S SHOES, MEN'S SHOES.
Fine Patent Leather, \$4 to \$5, reduced from \$7.00.
Fine Calf, Congress or Lace, \$3, reduced from \$4.00.
Cordovan, \$5, reduced from \$7.
if 103 South 15th Street.

Another Spoke in their Wheel.
NORTH PLATTE, Neb., Oct. 26, 1892.
---John C. Thompson, Dear Friend:---
The Catholic fraternity had a dance and social here on the evening of the 20th, and procured for the music "Moghnanan's Orchestra." The 19th they found that a member of the band was one of us, and the managers of the affair waited on Mr. Moghnanan and said "If John Sorrenson plays, we don't want you to furnish our music." The outcome is Mr. Sorrenson was replaced by a man that is not an A. P. A., which fact puts another spoke in our wheel that is rolling on to victory.
Yours for America, X X X

The Paxton Hotel Barber Shop and Baths, with filtered Water, the Best.

The first concert and ball by the Swedish Linne Cornet Band will be given in Germania hall, the evening of Saturday, Oct. 29, 1892. The price of admission has been placed at 50c for both lady and gentleman. If you want to spend an enjoyable evening attend this entertainment. 2t

A. P. A. Buttons and Jr. O. U. A. M. Pins in solid gold at John Hall's 1901 Jackson Street. if

Money to loan on furniture, pianos, horses, wagons or collateral security. Business confidential. Fred Terry, Room 433 Range Block. 9-23-tf

Kuenne's bakery, 522 S. 16th St.
S. R. Patten, dentist, room 348 Bee building, telephone 56.

EDLING BROS.,
308 North 16th Street.
Hatters and Gents Furnishers. Men's Shoes, gloves, etc. Give us a trial.
Married.
On Sunday, the 23rd inst. Friend John Hall was united in wedlock to Miss Lydia E. Thompson. The ceremony was performed at the residence of the bride's mother, south 22nd st., by the Rev. Chas. W. Savidge.
After the ceremony a quiet little supper was served to the few friends present, and the happy couple were escorted to their new home 602 south 19th st. The guests then dispersed with many wishes for the happiness and prosperity of the new American household in which THE AMERICAN heartily joins.

The White Sewing Machine Has no Equal.
It is the crystallization of practical ideas, of practical sewing machine men, who have brought the White to such a state of perfection that it is recognized the world over as the "King" of sewing machines. Office and salesroom 1616 Chicago street, near 16th.

Go to Dyball's for fine candles, 1518 Douglas St.

Money to loan at Dime Savings Bank, 1504 Farnam St.

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Physician and Medical Electrician.
The wonderful results obtained by the proper use of electricity together with the Electro-Thermal Bath and specific medicines, warrants the assertion that more nervous, chronic and stubborn diseases can be cured by these combined agencies than either alone. Special attention given to women and children, as well as private diseases of male and female. Call on or address, 310 Sheely block, Omaha, Neb. Tel. 1203. Calls promptly attended.

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